

SBLR 5160 – Corporate Partnerships and Community Engagement

3 credits

Course Description:

Students will explore of various types of sponsorship and will also be able to formulate their own creative solutions to achieve partner brand objectives. Students will gain a firm understanding in how sports sponsorships are sought out, formulated, evaluated, and activated to produce positive ROI and ROO for partner brands.

Course Objectives:

After successfully completing this course, students will be able to do the following:

1. Identify, qualify, engage, pitch and close a desirable partnership opportunity
2. Create a partnership proposal demonstrating ability to customize to specific client goals and formally present proposal to live audience
3. Apply key learnings to achieve client objectives through successful partnership activation

MBA Sport and Entertainment Management Learning Outcomes:

LO 1 Demonstrate competence for managerial decision-making specific to the sport and entertainment industry.

LO 4 Apply appropriate analytical methods to identify, describe and propose solutions to complex business problems in an interconnected world.

LO 6 Display competence in professional communication. (Assessed in this course)

Course Outline

Unit # Topic

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| 1 | What Makes a Great Partnership / Storytelling: “Why” vs “What” |
| 2 | Prospecting: Identify, Qualify, Engage / Category Draft |
| 3 | A-B-C: The Meeting, The Pitch, The Close |
| 4 | Activation Strategy & Best Practices |
| 5 | To Be Determined |
| 6 | Partnership-Centric Culture & Relationship Building |
| 7 | Measuring the Impact: Quantitative & Qualitative |
| 8 | Putting it All Together |
| 9 | Oral Proposal Presentations |

Project Overview:

- a. Teams of two (2)
- b. Categories will be selected by each team via draft during Unit #2
- c. Brand within category to be selected at team’s discretion, using key learnings from Unit #2
 - i. Brands to be shared with and approved by Professor during Unit #3
- d. Teams to develop story that aligns the “why” of your organization with the “why” of the brand
- e. Brainstorm and build asset package based on brand goals & objectives
- f. Team to create following deliverables:
 - i. Term sheet (Word document)
 - ii. Formal proposal – to be presented or “pitched” during Unit #9 (PPT)